

Topic News: Zoomlion in South-east Asia

With a number of countries, Southeast Asia has diversified markets, which differ in demands and requirements. However, we will adopt different sales & marketing strategies in different countries to ensure success.

Southeast Asia has no specific key markets or non-key markets, but our Southeast Asia operation specifically classified several countries according to the marketing situations and would adopt different sales & marketing strategies in regard to these markets at different levels.

1. Market Classification:

On the basis of different and common characteristics of markets, we divided the Southeast Asian market into different levels of development, which will facilitate us to input different efforts in the markets accordingly in a prioritized and emphasized manner in the current condition for synchronous development.

Countries	Class		Sales & Marketing Strategy	
	I	II	Distribution Channel	Direct Selling
Indonesia	v		v	v
Vietnam	v		v	v
Malaysia		v	v	
Singapore		v	v	v
Thailand		v	v	
Myanmar		v	To be developed	
Cambodia		v	To be developed	
Philippines		v	To be developed	

2. Market Requirements:

Through preliminary intensive surveys on different markets, we have made corresponding adjustments to our products on the basis of different markets to satisfy market demands, thus accelerating the multifunctional adjustments and R & D of our products and greatly satisfying customers' demands. Up to now, we have developed RHD Eruo II engine for our products in some of the markets and these made our clients satisfactory. We shall insist on developing the appropriate products of our all series to meet the marketing requirement step by step.

The establishment of the subsidiary in Vietnam started the process of our development in Southeast Asia. Besides enhancing the subsidiary, we have embarked on the establishment of subsidiaries in Singapore, Malaysia and Indonesia in order to facilitate the entries of more products into Southeast Asia. In 2010, we will focus on basic work, and will progressively perfect platform and team building to be well prepared for regional market development in 2011 and lay a solid foundation for making Zoomlion the pacemaker among domestic competitors in Southeast Asia in 2012. While endeavoring to achieve annual goals, we will speed up product R & D and enhance brand effect.

The Southeast Asian team, a brand-new team of ours, will keep to the route of localization in current construction, introduce high-caliber talents with rich experience in working for multinational enterprises in the region and cement linkage with local customers and market to accomplish the real internationalization of Zoomlion brand in Southeast Asia.

In 2010, Zoomlion will go ahead steadily and play a role of follower to build overseas platforms, improve the building of sales teams and consolidate the foundation in Southeast Asia; in 2011, Zoomlion will make great efforts, challenge endless difficulties and advance step by step; in 2012, we will see Zoomlion's flag fly high over Southeast Asia and see Zoomlion lead in the industry at home and eventually become the dominator of the industry.

Sales & Marketing

In Malaysia

Zoomlion cooperates with Trans Elite enterprise, to expand hand in hand

On May 5th, 2010, Zoomlion operated a new product promoting meeting about Zoomlion cranes, cooperating with Trans Elite Group Sdn Bhd hand in hand. The two parties will introduce the brand of Zoomlion to Malaysia, and the whole Southeast Asia. Zoomlion's new generation of truck cranes which belong to the Youjia series and developed crawler cranes will become the pioneer of the market. In the meeting, Trans Elite Group Sdn Bhd signed purchase contracts with local clients. The success of this promoting activity has come up with good results, with which we hope that sales performance in Southeast Asia will go up steadily.

In Indonesia

Zoomlion Indonesia exhibition received numbers of order



From May 26th to May 29th, 2010 Indonesia-China mechanical and electronic product exhibition was held grandly in Djakarta. Zoomlion together with three local bulldozer and concrete dealers participated in this great event. Products with fine appearance and excellent performance attracted a lot of clients, and there were some large orders signed on the spot. This influential event shortened the distance between ultimate clients and Zoomlion, which has laid a good foundation for further development of Zoomlion in Indonesia.

Crawler Crane of ZOOMLION Rises rapidly

In Singapore

Cooperating with Dongyuan Co., Ltd., the Zoomlion overseas company held a successful crawler crane promotional activity in Singapore on June 5th, 2010. This activity marks that the ZOOMLION products re-open in the high-end market of Southeast Asia after their entering European and American markets. The high standard and high requirement of Singaporean market has discouraged many Chinese manufacturers; however, the new generation crawler crane of ZOOMLION has won applause from Singaporeans. In the activity, the crawler crane lifted up a mechanical loader, turned it around and moved it; all these perfect performance has won applauses from clients and favors of customers. One client signed on the scene an order of two of QUY 80 crawler cranes demonstrated on the display. Another client targeted two of QUY 70 crawler cranes simultaneously. This activity is of great significance for ZOOMLION in Singaporean market, making constantly developed ZOOMLION brand shine with extraordinarily splendor.

Zoomlion in everywhere

From 1st to 5th June 2010, the eleventh CTT Exhibition was observed the grand opening in CROCUS CITY, the biggest exhibition centre of Moscow Russia. ZOOMLION used both "ZOOMLION" and "CIFA", the double-brands image which made a highlight appearance in the exhibition. Since June 1, the opening day of the exhibition, all kinds of clients from Russia and other countries of the Commonwealth of the Independent States visited the exhibition area of ZOOMLION in an endless stream.

At the exhibition, there were together 6 exhibits on display that ZOOMLION had demonstrated: a ZOOMLION bulldozer, a concrete trailer pump, a TC6517A tower crane standards section, a cab; a CIFA pump truck and a trailer pump. In addition to the supports of clients committed capital that provided by ZOOMLION financing rented Russian subsidiary in the economic recovery. It attracted lots of old and new clients' attention, enhanced the clients' purchasing confidence.

Snatching Market Share In Libya

May of the Tripoli is stepping in early summer, as the temperature climbing in Mediterranean seacoast area, from sixteenth to twentieth May 2010, the opening of the Libya Build 2010 makes the temperature of local engineering machinery market warning up rapidly, numerous engineering machinery manufacturers and purchasers come together here. The featured products of ZOOMLION---the 25 tons mobile cranes, the 37 meters concrete pump trucks, and the 70 tons crawler cranes stand towering like a giant in the centre of the exhibition, which are the focus of everybody in the exhibition. The lazy arms of mobile cranes and crawler cranes stretch out into the blue sky unfold the huge flag of ZOOMLION together. The first large-scale participation of ZOOMLION in the Libya demonstrates the strength of the company, displays the products of the company, spreads the impact of the company to the local and nearby area. It makes a strong foundation for our market promotion and construction of distribution channel in 2010.

Communication



Mr. Xu
Regional manager of Southeast Asia
Expressed his plan for the second half of 2010 and shared with the others for their experiences in developing the whole market.

Q: Zoomlion has got the registration of Vietnam branch, would you have any further ceremony for the company?

X: We'll have an Ceremony for the registration of Vietnam Branch on 25th, June accompany with a promotion meeting for our products, including Mobile Crane, Bulldozer and MOLI pump.

Q: The team of Southeast Asia have made so many promotion activities, could you share some experiences with us?

X: Of course, but it's only some personal idea for your reference. Firstly, we need pre-communication and close cooperation once we have such exhibition, by the help of their advantages and ideas; Secondly, we should select the right products for the right place, adjust measures to local circumstance; then, clients invitation should be generally speaking, is critical to the exhibition; Generally speaking, we should make a sample for ZOOMLION products and ZOOMLION culture in the certain market.

Q: What kind of effects have you got from these promotions?

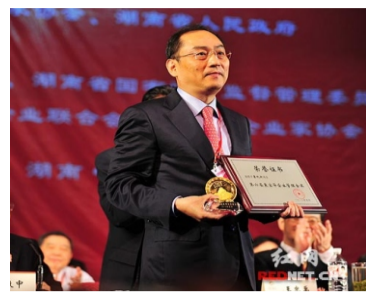
X: Plenty, we prepare the promotion meeting we learn the skill of organization and executives; we meet the clients and we have the market demand deep in side; we close to the end customer, we support our dealers and then we promote and develop ZOOMLION brand.

Q: What are the differences between Chinese market and Southeast Asia market for construction equipment?

X: Frankly, I have to say Southeast Asia market partly is similar to Chinese market for construction equipment; However, some countries have different habit for our products, like the right hand driving of Singapore, Malaysia and Indonesia; Singapore specially has demanding standard and clients there are higher; Some clients are more focus on the cheaper price products.

Short News

Chairman Zhan Chunxin Wins "Yuanbaohua Business Management Gold Prize"



On May 23, Chairman Zhan Chunxin won "Yuanbaohua Business Management Gold Prize" at annual National Entrepreneurs' Day & Annual Conference of Chinese Entrepreneurs. "Yuanbaohua Business Management Gold Prize" is the highest prize in China business management field, which is crowned as "the Nobel Prize in China business management field". Chairman Zhan Chunxin of ZOOMLION is the first Hunan entrepreneur that won the prize and the first entrepreneur in China engineering machinery industry to win the prize during the six years since the prize was set up. Chairman Zhan Chunxin has led ZOOMLION to realize steady and rapid growth for 18 consecutive years, made outstanding contribution to scientific institute restructuring, business management innovation and globalization, and changed his role from a scientific research scholar to a MNC entrepreneur.

That Chairman Zhan Chunxin wins such honor reflects the recognition of China business management field on his management philosophy and approaches, reaffirms ZOOMLION as "a model in China scientific institute reform and development" and indicates that the innovation of ZOOMLION on business management will play a significant role in China business management field.

Zoomlion tower crane exported to Iran makes the record for largest capacity

On May 17, the Western Asia piece of Zoomlion overseas company signed a contract with an Iran local client purchasing a TC7035B-16 tower crane, which is the largest tower crane that had been exported to Iran. Twelve of this client's tower cranes which were brought from Zoomlion spread over Iran. By far, the tower cranes from Zoomlion have made up of the main part of the total market shares of Iran.

ZOOMLION Concrete Equipment Involved in the Construction of the World's Third Largest Cement Plant

On May 13, a 37m ZLJ5263THB truck-mounted concrete pump representing the state-of-the-art technology of ZOOMLION was delivered to Nigeria for the construction of the third largest cement plant in the world. It is known that, many truck-mounted concrete pumps, concrete pumps and truck-mounted concrete mixers apart from this 37m truck-mounted concrete pump of ZOOMLION have been delivered to the cement plant for construction, displaying great strength of China manufacture industry. The steady operation, low breakdown rate as well as easy and convenient parts replacement of ZOOMLION equipment won high praise from clients.



CTT Exhibition 2010

